Building Awesome Anytime, Anywhere Experiences: Mobile Practices and Tools in the Federal Government

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Objectives

- Why are anytime, anywhere government important?

- What has been GSA's Mobile PMO's role in public facing mobile implementation?

- What tools and resources does the Mobile Application Development Program provide agencies?

Why Anytime, Anywhere Government?

- ## The public is mobile!

  - ComScore found in May that 59% of Americans own a smartphone

  - Numerous estimates that people will access the Internet more via phone than computer this year

  - An ACSI survey recently found that nearly 50% of people either "plan to" or "might" visit federal government sites via mobile

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The Digital Government Strategy Milestone 3.6

- Released in May 2012
- Agencies needed to think in terms of information centric
- Required agencies to implement 2 customer facing mobile implementations on May 23, 2013

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Great Examples of Gov Anytime, Anywhere Implementations

- DOT's SaferCar & Saferbus
- CDC's Solve the Outbreak
- VA's PTSD Coach
- MyTSA
- NPS National Mall App (augmented reality)
- USDA's Ask Karen
- DOD's M-Learning
- IRS2Go

You can find these and other federal apps on the USA.gov Apps Gallery

GSA's Mobile Program Management Office

- Created October 2010
- Encourages *citizen-centric* mobile government services
- Mobile Gov Community of Practice
- Mobile Gov Wiki
- Became part of Digital Services Innovation Center in May 2012

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Mobile Gov Community of Practice

- Cross-government, multidisciplinary community dedicated to creating open systems and technical assistance tools to build a public-centric path to government anytime, anywhere.
- Formed in February 2011, over 650 members from 45 federal agencies
- ALL LEVELS of Mobile Expertise

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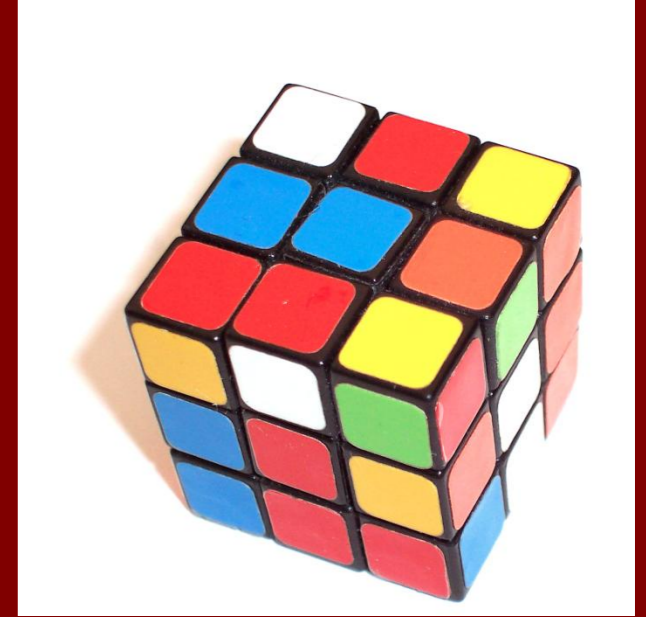INNOVATION CENTER

Community Collaboration

- Making Mobile Gov Project
- Bi-monthly "Around the Horn Calls"
- Digital Gov Webinars like Mobile UX Webinar
- Mobile Gov Wiki
- Wikithons
- Industry Interaction

Wikithons

- It's a Content Hackathon!
- Mobile Innovators and those who want to be Mobile Innovators get together to build content in the wiki
- Along the way, they share a mobile war story or two

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Anytime, Anywhere Government Challenges

- Strategy/Governance
- Compliance including Security/Privacy/508/ Records
- Platforms/Tech Expertise

- Data Standards
- Intergovernmental Sharing
- User Experience and Expectations
- Budget

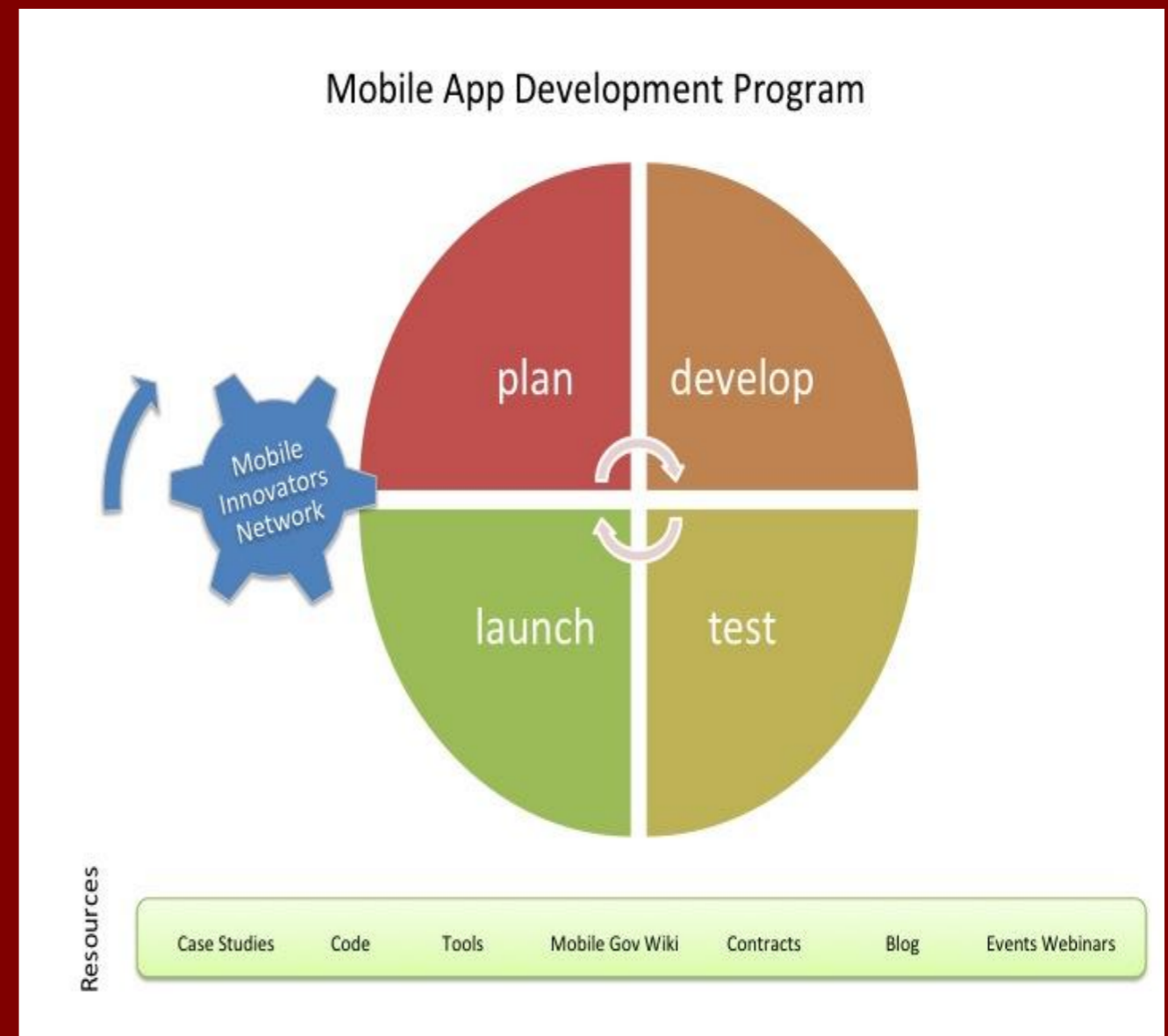**DIGITAL SERVICES INNOVATION CENTER**

The Digital Government Strategy Milestone 3.6

- Required Digital Services Innovation Center and the Federal CIO Council to create a Mobile Application Development Program
- Provides agencies with tools they need to make great mobile products available to the public.
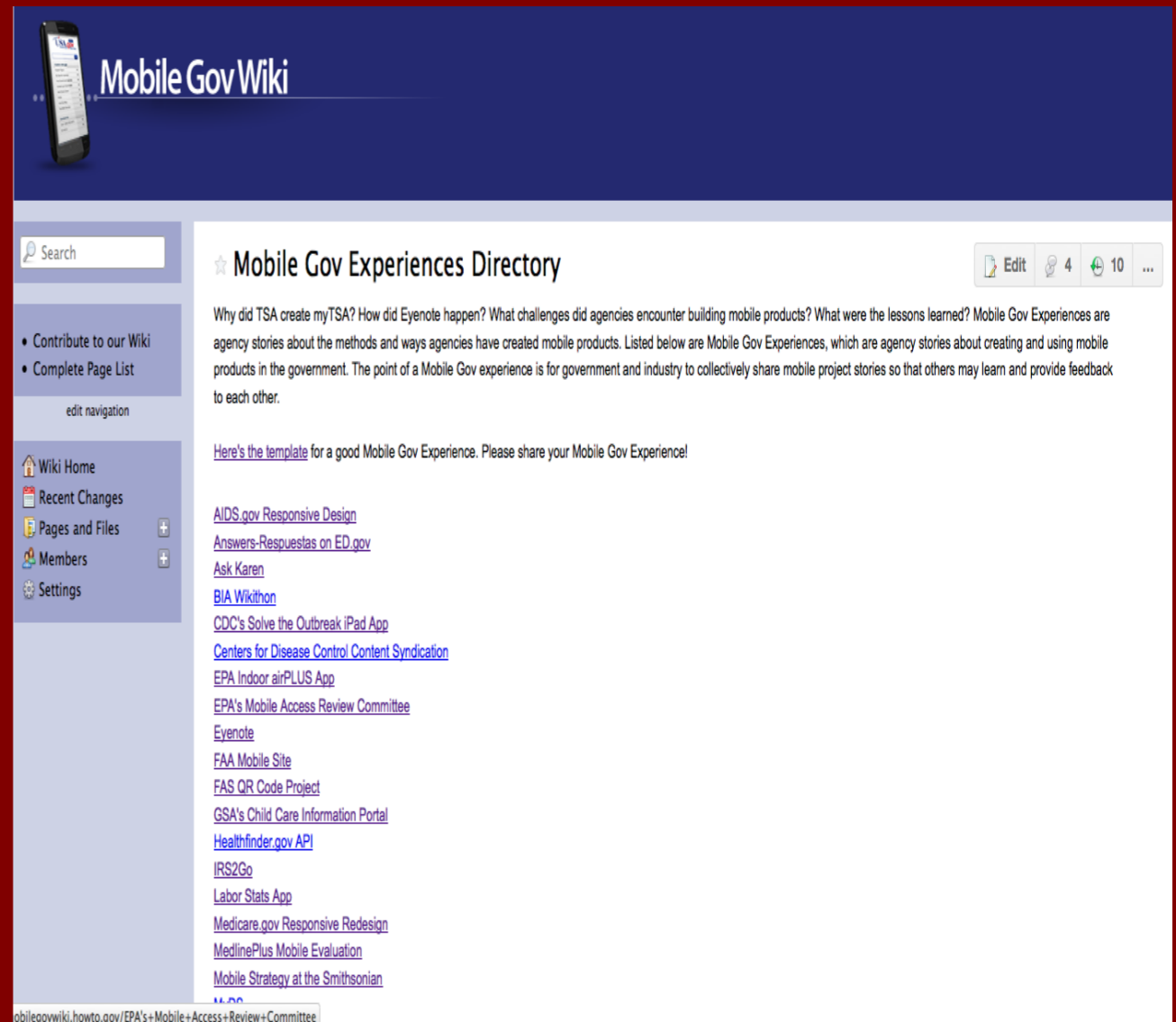 - Mobile/responsive websites
  - Hybrid/web apps
  - Native apps

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Mobile Application Development Program

- A program, not a technical platform
  - Not a development environment
  - Leverages practices products and tools used by other agencies
- Software lifecycle model
  - Plan, develop, launch, test
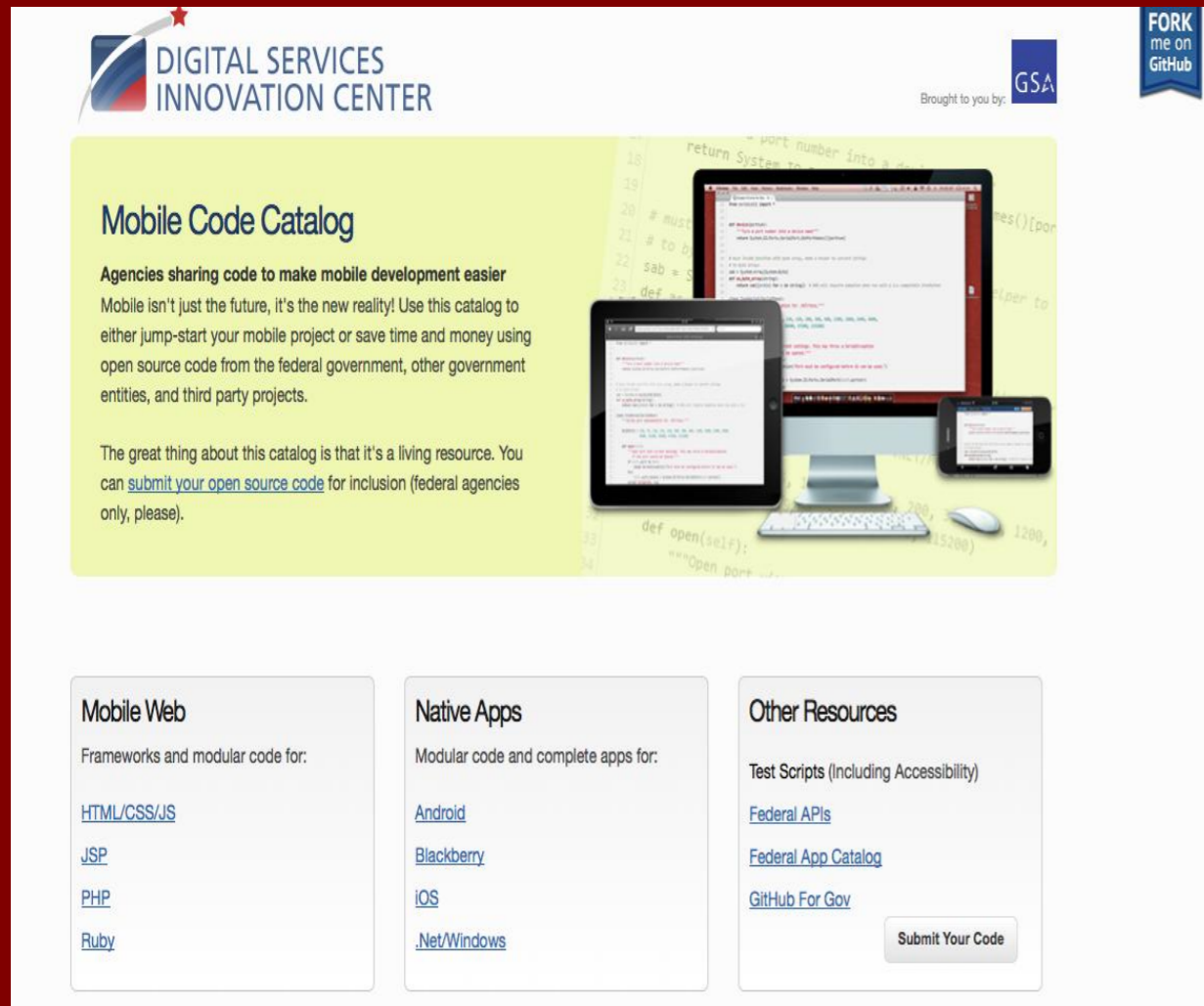- Beta/Ever-growing/Organic

Mobile App Development Program

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Plan

- Build a mobile strategy, see what other agencies have done, use new acquisitions tools to find top mobile developers.
  - ✓ USA.gov Apps Gallery
  - ✓ Mobile Gov Wiki Case Studies
  - ✓ Contracting Resources
    - Sample Mobile SOW's
    - RFP-EZ
    - Mobile Code Sharing

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Develop

- Create great mobile apps and sites using mobile user experience guidelines. Jump start development by leveraging pre-existing code.
  - ✓ Sites.USA.gov (Mobile Web)
  - ✓ Mobile Code Catalog
    - Existing Mobile Apps
    - SDK's to Use Gov't API's in Apps
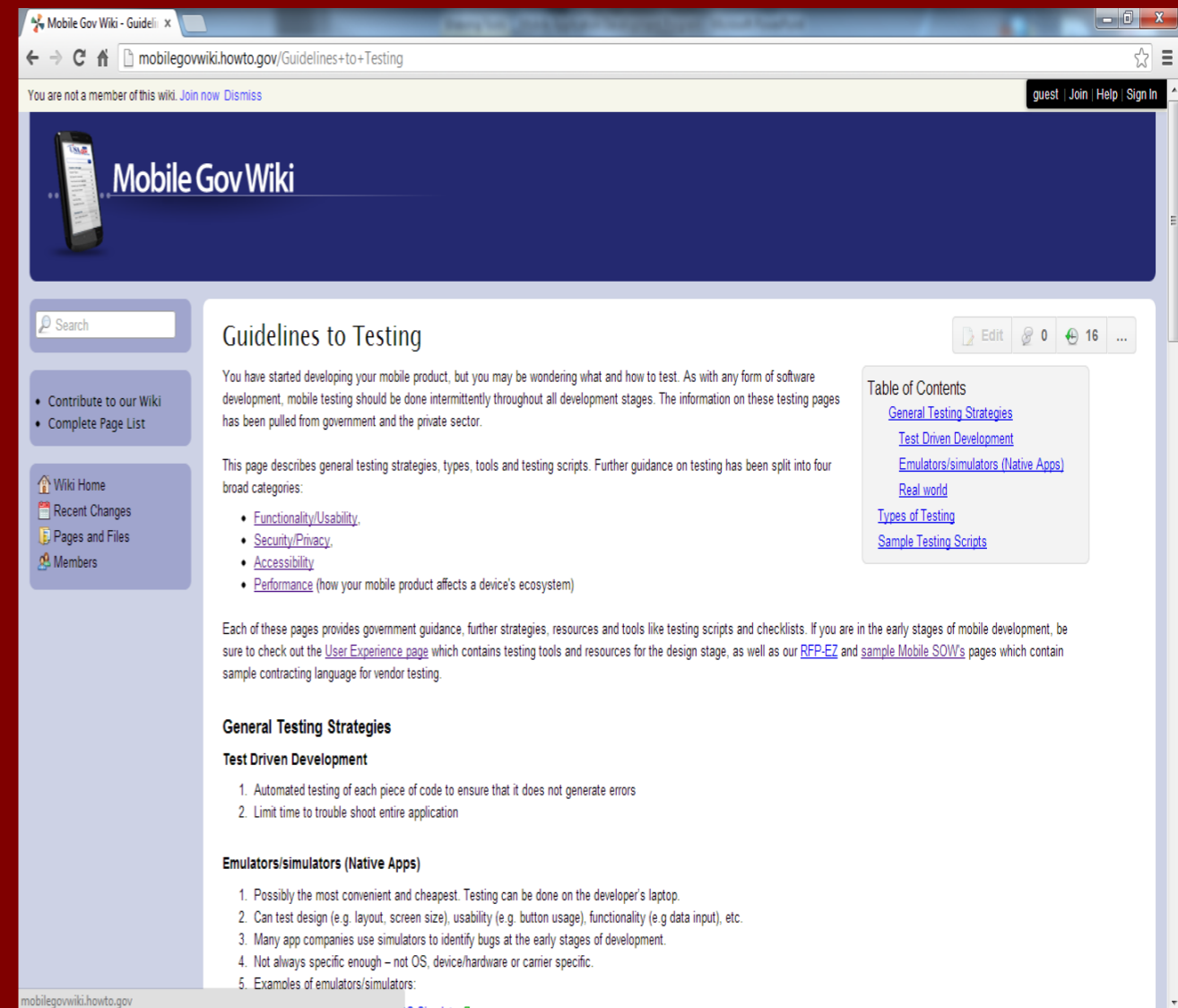 - ✓ User Experience Guidelines

Mobile User Experience (UX)

- The user's EMOTIONAL response to the presentation (you have 10 seconds)

- UX is not "one and done," it's evolving and continuous adaptation

- UX can be left and right brain (technical and non-technical) thinking--WITH A TWIST!

- See much more here

Test
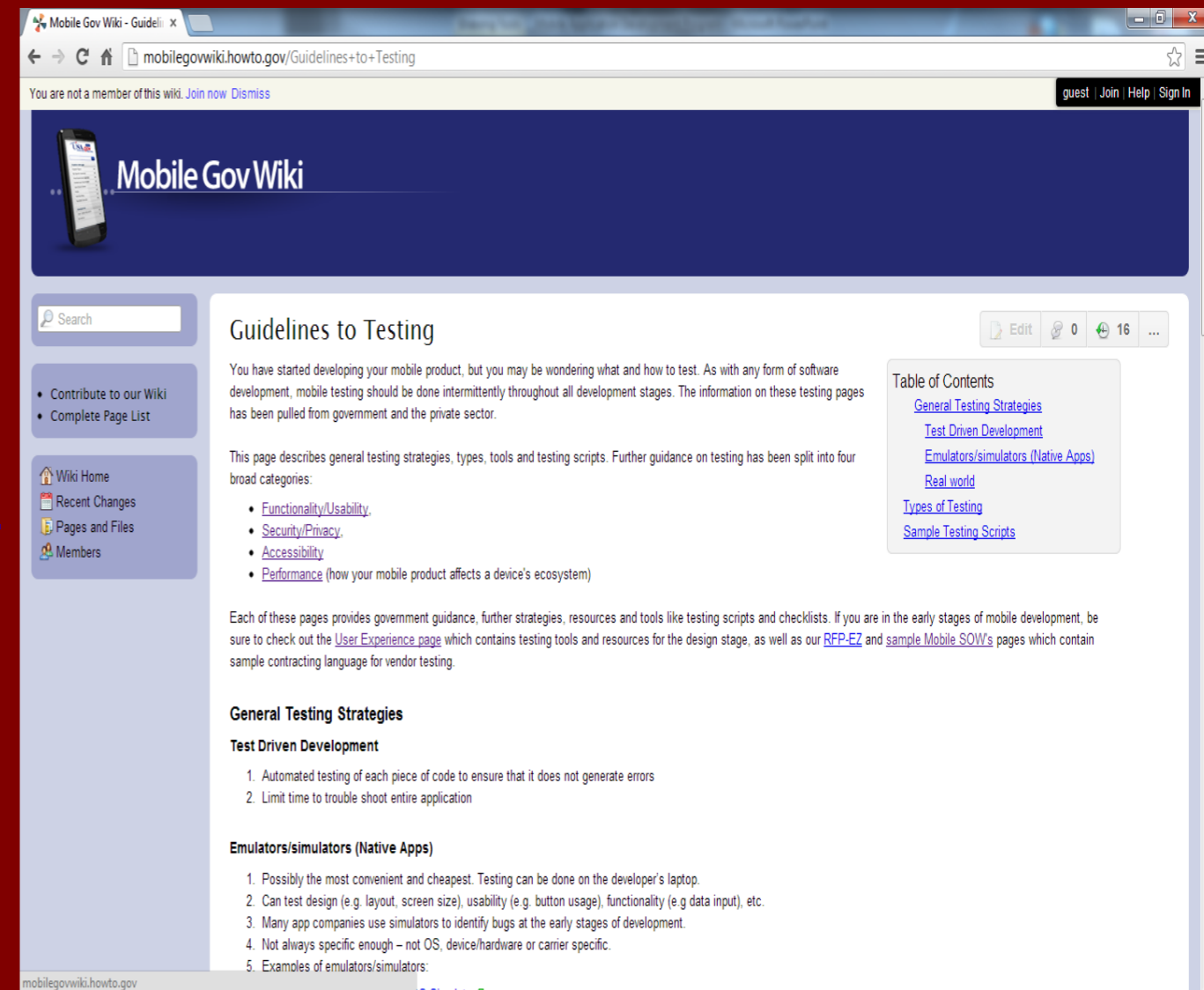
- Make sure your app works on all devices by leveraging automated and in the wild testing support. Test for security & accessibility.

  ✓ App Testing Resources Library

  ✓ Sample SOW Testing Language

  ✓ Open Opportunities App Testing Pilot

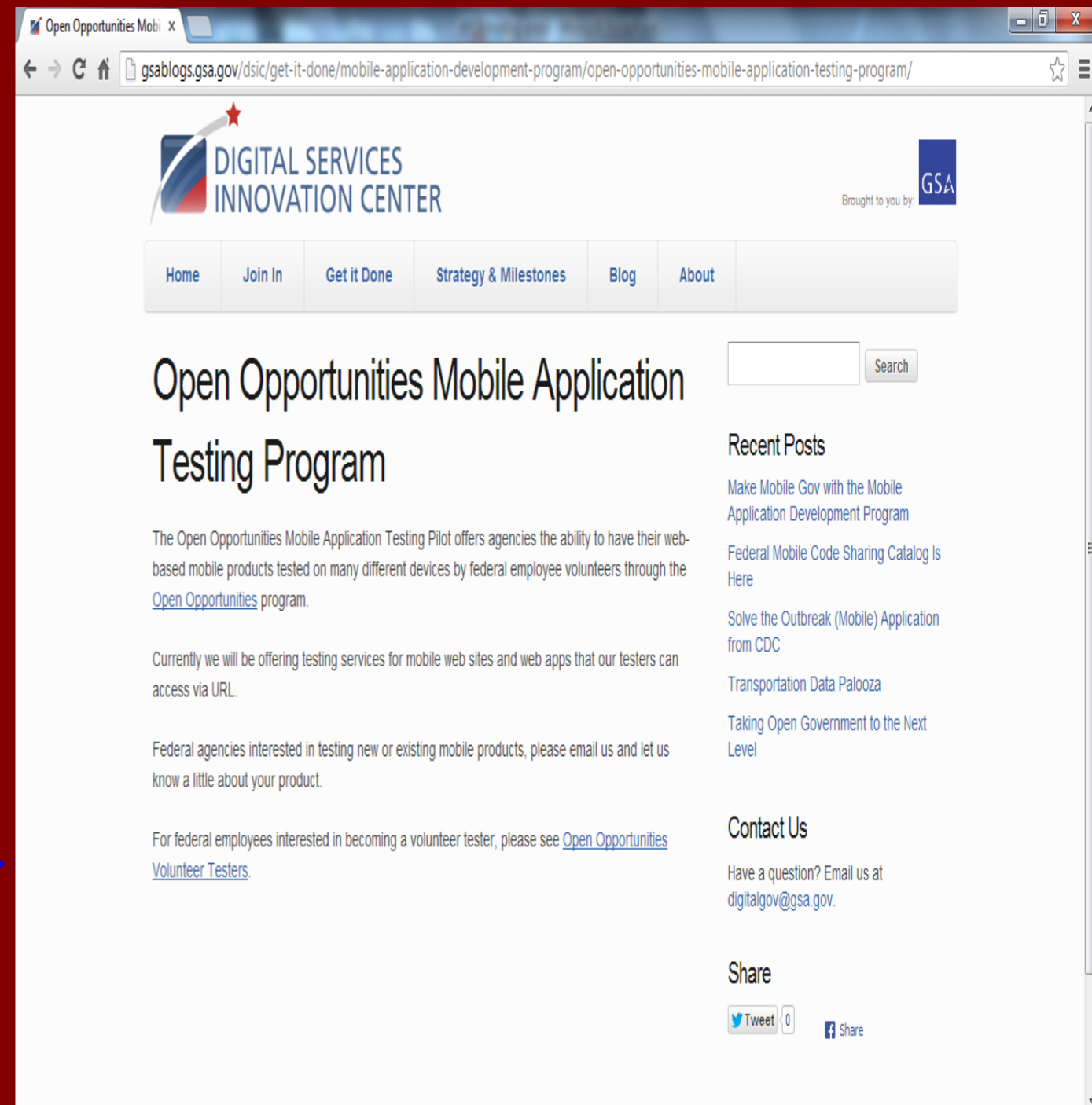# App Testing Resources Library

- Divides testing into four broad categories
  - ✓ Security/Privacy
  - ✓ Accessibility
  - ✓ User Experience/Functionality
  - ✓ Performance
- Each category includes:
  - ✓ government guidance
  - ✓ resources
  - ✓ tools
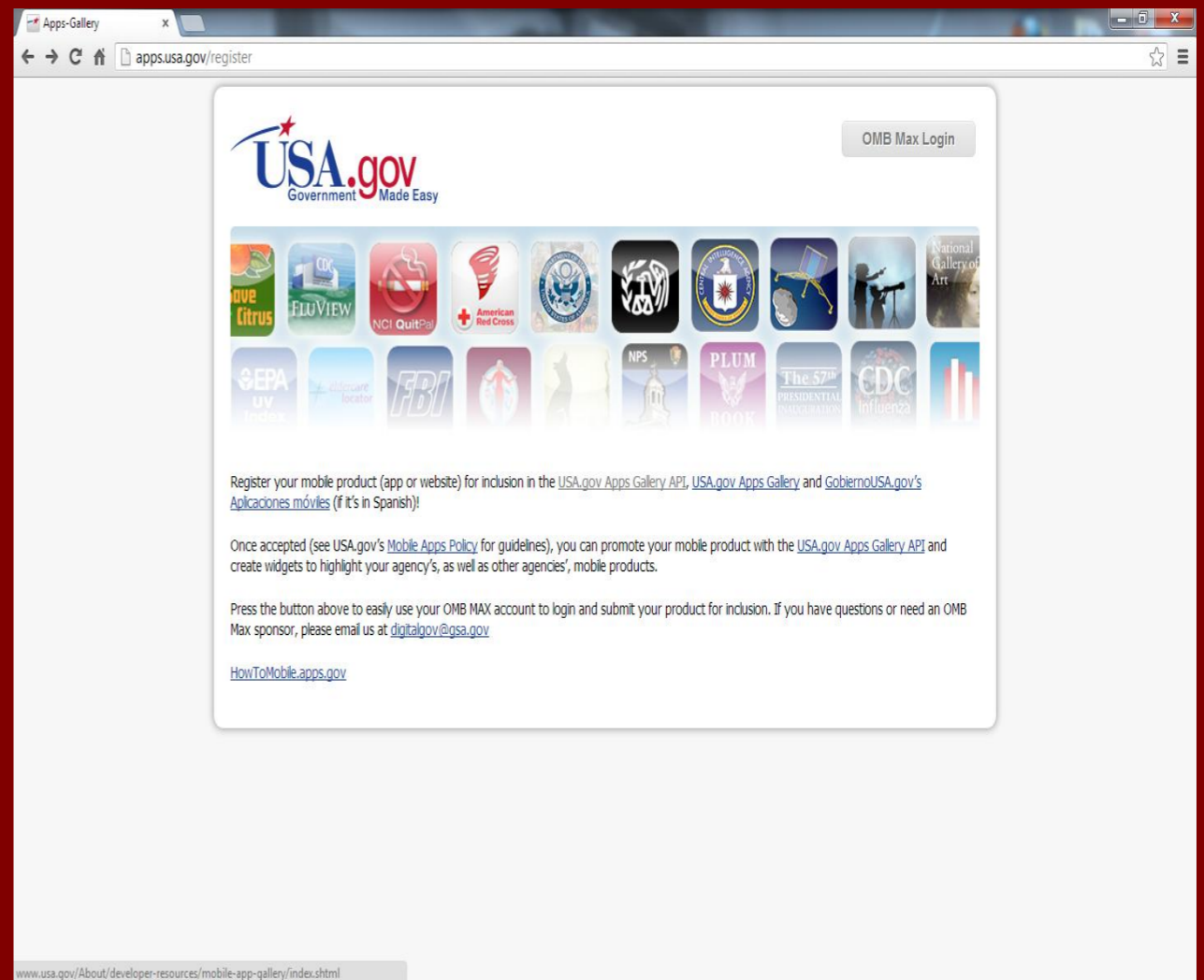 - ✓ testing scripts

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Crowdsourcing Mobile App Testing Pilot

- Leverages Digital Services Innovation Center's Open Opportunities Program

- Pilot to "in the wild" test agency mobile websites

- Feds are testers, [so sign up to volunteer](#)

Launch

- Let people know yours is an official government app by registering it. Get your app in the app stores and leverage API's for promoting your apps.
    - ✓ [Terms of Service](#)
    - ✓ [Enhanced Federal App Registry at Apps.Usa.Gov](#)
    - ✓ [App Discovery Widgets](#)

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Help us Help YOU!

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- @digital_gov
- Mobile Gov Wiki
  - Monthly Mobile Gov Wikithons
- Contact me for more opportunities to get involved @ **Jacob.parcell@gsa.gov**

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